

Message Text

UNCLASSIFIED

PAGE 01 ANTWER 00495 140954Z

45

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 007159

R 140900Z NOV 75
FM AMCONSUL ANTWERP
TO SECSTATE WASHDC 1164
INFO USDOC WASHDC
USIA WASHDC
AMEMBASSY THE HAGUE
AMCONSUL ROTTERDAM
AMEMBASSY BRUSSELS

UNCLAS ANTWERP 0495

E. O. 11652 N/A

TAGS: BEXP, BE

SUBJ: CATALOG EXHIBITION - FOOD PROCESSING/PACKAGING

REFS: (A) STATE 223346

(B) USDOC 14064

(C) THE HAGUE 5439

1. A USG "FOLLOW-ON" CATALOG EXPOSITION ON FOOD PROCESSING AND PACKAGING EQUIPMENT WAS HELD AS SCHEDULED NOVEMBER 5-7 IN ANTWERP. USING USIA FILMS AND CATALOGS FROM EIGHTY-FOUR FIRMS ASSEMBLED BY USDOC FOR DISPLAY AT MACHEVO IN UTRECHT DURING OCTOBER, TWO ROOMS AND THE THEATERETTE OF THE ANTWERP CHAMBER OF COMMERCE WERE USED AS A CENTER TO WHICH SEVERAL HUNDRED SELECTED BELGIAN FIRMS WERE INVITED AND TO WHICH EIGHTY-TWO BELGIAN VISITORS ACTUALLY CAME. WITH GUIDANCE AND FULL SUPPORT FROM THE OFFICE OF THE COMMERCIAL ATTACHE IN BRUSSELS, A SERIES OF THIRTY-ODD "BLUE RIBBON" CALLS WERE MADE ON POTENTIAL AGENTS AND MAJOR BUYERS IN THE WEEK BEFORE OPENING. THESE CALLS ELICITED AN UNUSUAL FAVORABLE RESPONSE FROM POTENTIAL AGENTS LOCATED OUTSIDE ANTWERP. SOME CAME FROM AS FAR AWAY AS LIEGE AND STAYED LOOKING AT THE CATALOGS FOR ONE OR TWO HOURS. WE ESTIMATE THAT THE VISITORS REPRESENTED TWENTY POTENTIAL AGENCIES AND ABOUT THIRTY POTENTIAL CONSUMING FIRMS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ANTWER 00495 140954Z

2. OF THE EIGHTY-FOUR AMERICAN COMPANIES REPRESENTED BY THE

ONE HUNDRED AND TWENTY EIGHT CATALOGS SHOWN AT THE EXPOSITION, TWENTY-FIVE FIRMS ATTRACTED THE INTEREST OF FOUR OR MORE BELGIAN FIRMS, FORTY-NINE INTERESTED BETWEEN ONE AND THREE BELGIAN FIRMS AND ONLY TEN U.S. FIRMS EVOKED NO EXPRESSIONS OF INTEREST. THE HIGH SCORER WAS HI-SPEED CHECKWEIGHER CO. WITH SEVEN EXPRESSIONS OF INTEREST. KOCH SUPPLIES INC., DASI, BLUE GIANT EQUIPMENT, STANDARD PACKAGING AND TELE SONIC/TRESCOTT EACH HAD SIX. APPROPRIATE LETTERS WILL BE SENT TO EACH U.S. FIRM BY THE COMMERCIAL ATTACHE IN BRUSSELS ENCLOSING A LIST OF THE BELGIAN FIRMS EXPRESSING INTEREST IN THAT AMERICAN FIRM S PRODUCTS.

3. AS A BI-PRODUCT OF THE EXPOSITION, AT LEAST TWENTY-FIVE BELGIAN COMPANIES THAT VISITED US ALSO EXPRESSED AN INTEREST IN ITEMS IN THE FOOD PROCESSING/PACKAGING FIELD WHICH WERE ADDITIONAL TO OR DIFFERENT FROM THOSE REPRESENTED BY CATALOGS AT THE SHOW. APPROPRIATE TRADE OPPORTUNITY TELEGRAMS REPRESENTING THESE EXPRESSIONS OF INTEREST WILL BE SUBMITTED BY THE EMBASSY AND THE CONGEN.

4. PRELIMINARY FIGURES INDICATE THAT THE DIRECT COST TO USDOC FOR THE "FOLLOW-ON" PART OF THIS EXPOSITION WILL BE ABOUT DOLLARS 350, I.E. SOMEWHAT UNDER THE BUDGET ALLOTTED IN REF.B.

5. COMMENT: FROM OUR POINT OF VIEW, THE EXPOSITION WAS A SUCCESS.

A UNIFORMLY FAVORABLE RESPONSE TOWARDS THE EFFORT AND INTEREST WAS EXPRESSED BY ALL IN THE BELGIAN BUSINESS COMMUNITY WITH WHOM WE WERE IN CONTACT. THE DEVICE OF A CATALOG EXPOSITION SPONSORED BY A GOVERNMENT ORGANIZATION WAS APPARENTLY NEW TO ANTWERP AND STRUCK A RESPONSIVE CHORD IN THE TRADE.

6. IN EIGHT WEEKS, WE PLAN A BRIEF FOLLOW-UP SURVEY TO LEARN WHAT ACTUAL BUSINESS CONTACTS RESULTED FROM THE EFFORT. COPIES OF THAT REPORT WILL BE SENT TO USDOC (MRS. ORR) AND TO SECSTATE (COMMERCIAL COORDINATOR IN EUR) TOGETHER WITH A BRIEF SUMMARY OF THE MARKET INTELLIGENCE OBTAINED INCIDENTAL TO WORKING UP THE EXPOSITION.

END COMMENT.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 ANTWER 00495 140954Z

7. OUR SPECIAL THANKS ARE DUE TO GUIDO FENZI IN ROTTERDAM FOR HIS COOPERATIVE SPIRIT, IDEAS AND EXPERIENCE WHICH IMMEASURABLY HELPED US.
HEIMANN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 NOV 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ANTWER00495
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750397-0200
From: ANTWERP
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751144/aaaabmpf.tel
Line Count: 112
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 223346
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAY 2003 by chicheje>; APPROVED <11 MAR 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CATALOG EXHIBITION - FOOD PROCESSING/PACKAGING
TAGS: BEXP, BE
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006